

# Closing the Sale

## Chapter 15



# Sec. 15 Sec. 1 – How to Close a Sale

## What You'll Learn

- The buying signals that a customer sends.
- The rules for closing a sale.
- The specialized methods of closing a sale.





**"There's one of our satisfied customers, he bought one and he's been standing out there for an hour !"**



# Closing the sale . . .

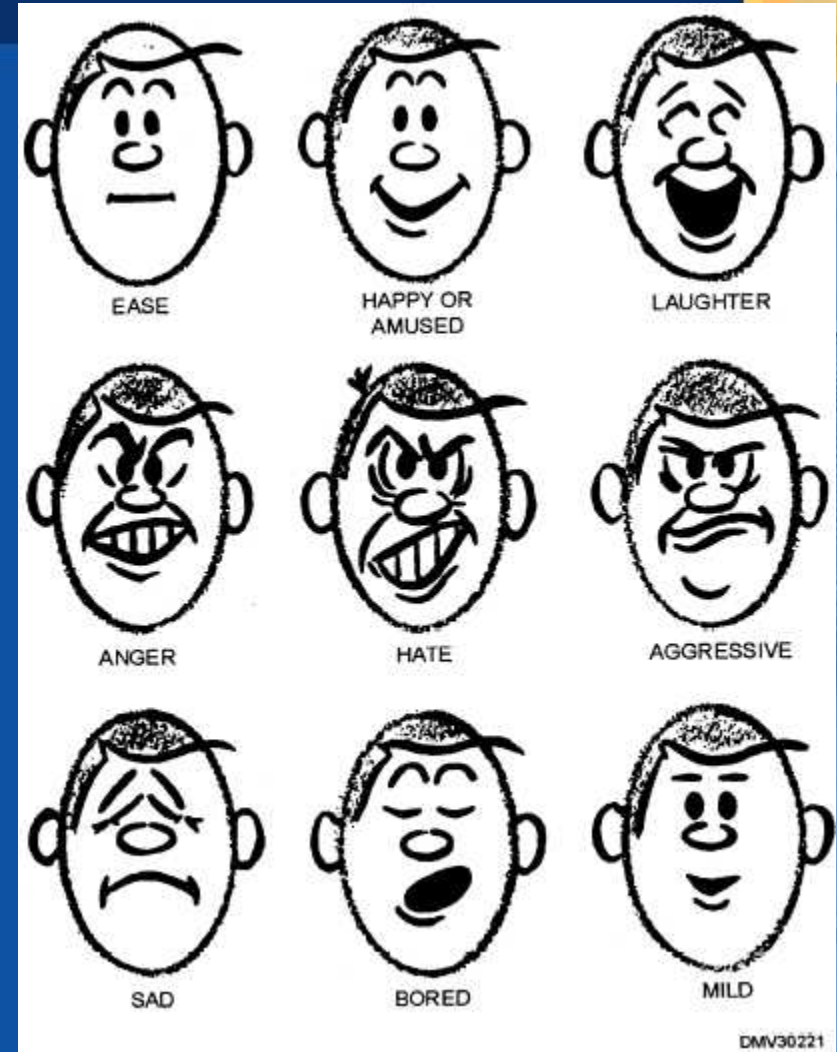
. . . is obtaining positive agreement from the customer to buy.





# Timing the Close

- **Buying Signals** – things customers do or say to indicate a readiness to buy.
  - Comments
  - Facial expressions
  - Body language
  - Actions



- **Trial Close** – the initial effort to close the sale.

- Tests the readiness of a customer
- Beneficial because you will learn, even if the customer is not ready.
- Beneficial because you may reach your goal.



# Good salespersons . . .

- Recognize closing opportunities
- Help customers make a decision
- Create an ownership mentality
- Don't talk too much and don't rush a customer



# Specialized Methods for Closing the Sale

- **Which Close** – encourages a customer to make a decision between two items.
  - Review the benefits of each item
  - Ask, “Which do you prefer?”





# Specialized Methods for Closing the Sale

- **Standing-Room-Only Close** – used when a product is in short supply or when the price will be going up in the near future.
  - Use only when honestly called for
  - May be perceived as “high pressure” tactic
  - Say, “I’m sorry, but I can’t promise that I’ll be able to make you this same offer later.”
  - Often used with high-demand real estate



# Specialized Methods for Closing the Sale

- **Direct Close** – directly ask for the sale.
  - Use when the buying signal is strong.
  - “Can I assume that we’re ready to talk about the details of your order?”
  - “How would you like to pay for this purchase?”



# Specialized Methods for Closing the Sale

- **Service Close** – Explains obstacles that require special service in order to close the sale.
  - Gift wrapping
  - Return policy
  - Warranties
  - Bonuses or premiums
  - Help paying for the item
    - offer credit



# Failure to Close the Sale

- Don't despair
- Invite the customer to shop in your store again
- Business-to-business sales are rarely closed on the first call – ask if you can call again.
- Practice and experience will help

